



Media Contact:

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******MEDIA ALERT******

**WHAT: “Paintwise: Making Paint Purchasing Decisions that Matter”
Presented by California Product Stewardship Council and Mindclick SGM
California Association of Public Purchasing Officers, Inc., Conference**

DATE: Tuesday, January 19, 2010

**TIME: 11 a.m.-12 p.m. and
1:30 p.m.-2:30 p.m.**

**LOCATION: Riverside Convention Center
3443 Orange Street
Aviator’s Room (Upstairs)**

Presenters Aim to Prevent 8-million Gallons of Paint Waste

Riverside, Calif., (January 18, 2010) – Californians generate 8-million gallons of leftover paint each year, costing California taxpayers and garbage ratepayers more than \$16-million annually through local Household Hazardous Waste collection programs.

Representatives from the California Product Stewardship Council (CPSC), Mindclick SGM, Visions Paint Recycling of Sacramento and Amazon Environmental of Riverside will be available on Tuesday, January 19 to share the latest information in preventing paint waste and the benefits of buying recycled-content paint.

The presentation is part of the annual conference of the California Association of Public Purchasing Officers, Inc., whose members are mostly city, county and state purchasing directors. Through a grant from the Department of Resources Recycling and Recovery (CalRecycle), CPSC, San Joaquin County, Tehama and San Francisco Counties are reaching out to local governments about ways to reduce, reuse and recycle paint and encouraging government buyers to purchase recycled-content paint.

CPSC leads California’s waste management reform by providing outreach and education about Extended Producer Responsibility (EPR), also known as Product Stewardship. EPR is a policy approach to place the primary responsibility for end-of-life product management on producers while recognizing that all entities involved in the product chain share responsibility.

Media interested in interviews outside of the presentation times, please contact CPSC Executive Director Heidi Sanborn at 916-402-3911. More information is available at www.CalPSC.org.

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